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HENDERSONVILLE, North Carolina

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## HENDERSONVILLE THE Summer & Winter Resort Of America.

The best climate in the world! A broad statement to make? But it is substantiated by all who have ever visited Hendersonville.

The residents of this picturesque mountain city do not claim credit for their wonderful climate; they merely consider themselves fortunate in having such a climate to recommend to others. No weather extremes, no fogs, no humidity; days, evenings and nights cool and invigorating; always a pine scented mountain breeze stirring. With a perfect climate the recreation of rest, pastime and sport is decidedly more enjoyable and beneficial.

To those seeking rest the banks of cool rippling streams, laurel and rhododendron thickets, pine groves, lakeside or mountain dells sequestered places for quiet and peace.

For those in search of the beautiful, here every prospect pleases. Mountains, forests, dells, thickets, flowers, rivers, lakes and streams; a panorama equalling and in places surpassing the scenic wonders of Switzerland and the Rockies and more enjoyable because excelling both places in climate.

For the pleasure seeker opportunities abound for indulgence in every imaginable sport. Bathing in fresh mountain lakes, boating, lake or stream fishing for bass and rainbow trout, automobiling, riding or driving, mountain climbing, golf, tennis, etc.

If "the best climate in the world" were the only inducement Hendersonville has to offer, it were all sufficient to warrant its being a Mecca for hundreds and thousands of recreation seekers from all parts of the country; but when, in addition, we have such superb scenery and other advantages, Hendersonville becomes the "Roof Garden and Play Ground of America" indeed a veritable paradise.

The progressive and hospitable citizens of Hendersonville and Henderson county have arranged for every possible comfort and legitimate amusement for the benefit and edification of the yearly visitors. Evening band concerts and Sunday sacred concerts in and around Hendersonville will be a feature this season. The excellently equipped hotels will have orchestras and frequent concerts and dances will be given by them. State Associations formed by visitors from the different states are a recided innovation, and the frequent "State Days" given by these organizations are a source of keen delight to those attending. A chatauqua, minstrel show and special entertainments, an Automobile Week, featured by the Atlanta-Hendersonville endurance run, auto races, hill climbing contests, motor floral parade and culminating in the big annual automobile ball, are some of the amusements arranged for this summer.

A striking feature of the season is what visitors have termed the "Main Street Promenade." Unless one has witnessed this fascinating pageant in the evening twilight, or in the gleam of the brilliantly illuminated "White Way" at night, a true and adequate conception of the spectacle cannot be conveyed. A paved boulevard one hundred feet wide, a mile long and flanked by avenues of beautiful shade trees and handsome substantial buildings. Add to this setting, the thousands of visitors in gala attire promenading this superb thoroughfare, automobiles and other matchless equipages passing and re-passing in endless procession; on either side attractive shops, pronounced by visitors to have the most up-to-date and modern store fronts ever seen in a town of this size. Besides this main boulevard there are many other beautiful, shaded and well graded residential streets.

Famous Laurel Park with its lakes and veneration canal, its Crystal Spring, beautiful drives and walks winding through masses of laurel and rhododendron, and the unique Swiss incline railway to Mt. Echo Tower from which is unfolded a wonderful panorama of some of the most charming Western North Carolina scenery, is one of the most original and strikingly beautiful civic parks in America. Here the visitor may indulge in almost any desirable pastime; rowing, driving and mountain climbing. Laurel Park is situated 1 1/2 miles from Main Street and made conveniently accessi-

ble by electric trolley car service.

In all the mountains of Western North Carolina there is no more attractive spot than historic Flat Rock, discovered by the coast residents of South Carolina about the year 1720. It long remained almost exclusively a Charleston settlement, famed for the refinement of the community. During the lapse of time it has gradually grown in favor with the wealth and culture of Carolina, Georgia, Florida and Alabama, until now it possesses some of the most magnificent private estates to be found anywhere.

The Highland Lake Club with its handsome Club House, artistic bungalows, golf course, tennis courts and its beautiful lake adds much to the attractiveness of Flat Rock. The membership of the Club is composed of some of the most prominent people in the Southern professional, commercial and social circles.

Kanuga Lake Club is but five miles from Hendersonville and is famous throughout the South, being the summer gathering place of hundreds of well known people. The Club House and cottages and the spacious dance pavilion on the lake, are harmoniously designed and advantageously situated.

The Club orchestra, frequent cotillions, open air plays, lawn and water fetes, and other entertaining features are part of the elaborate amusement programs furnished by these Clubs.

Hendersonville, the County seat of Henderson County, deservedly maintains her position in the foremost rank of Southern progressive towns. The good roads movement has found unanimous support, not only here, but in all the outlying townships throughout the county. A paved and electrically lighted Main Street, miles upon miles of cement sidewalks, two street car lines, magnificent Court House, School Building, Hospital, and handsome new business blocks—built not only for present needs but allowing for the rapid growth of the community. A Carnegie Library is now under construction, and the erection of a new Postoffice building, for which an appropriation of \$70,000 has been made, will be commenced in the third quarter of the year 1913. Handsome residences and pretty shaded and well kept lawns and gardens make Hendersonville one of the most beautiful towns in this State.

### STOCK RAISING IN HENDERSON COUNTY.

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was a shortage of sixty-three million dollars in beef cattle last year and an increase of two cents in the pound. To make up for this great increase he calls on the south to devote more time and attention to beef growing.

Standing ready to cooperate with the stockgrowers of this section is the Southern Railway company, which is aware of the possibilities of this section. It is sending its men over the country for the purpose of encouraging this industry. In this connection Dr. C. D. Lowe, who was in Hendersonville last week, gave out the following statement in order that actual and prospective stockgrowers might understand more thoroughly the railway's purposes:

"The purpose of the live stock department of the Southern Railway company is to furnish practical information to farmers and livestock men throughout their territory free of charge. No section of the whole country is more particularly adapted to the production of good livestock than that of this section and it is with the aim of developing this branch of agriculture that this department is concerned. The department solicits inquiries concerning any phase of this work and feels that they can be of great benefit to all who will enlist with them in this effort to secure more and better livestock throughout the section. Questions concerning feeding, silos, breeds, care of stock, marketing, etc., will all be given attention.

"Special stress is at present being put in an effort to have more general usage of pure bred, well-formed sires, since judicious procedure in this direction does much to correct the type and quality of our present native stock. Assistance will be furnished in locating any sort of breeding stock and also in choosing it, if the buyer so desires. Buyers will also be found for any class of livestock, which may be for sale. Interested parties will communicate with either Live Stock Department of the Southern Railway, Atlanta, Ga., or with the local representative, Dr. C. D. Lowe, Morristown, Tenn."